

# *FOLLOWING FRANCIS REDFERN*

BY

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**PART X**

**Social and Economic Progress  
up to Present Time.**

# *Following*

## *Francis Redfern*

IN PART IX OF THIS WORK it was recorded that Redfern had investigated many Memorials to be seen on the walls and in the windows of St. Mary's Parish Church.

Some of his records were erroneous or incomplete, but his description of the re-building of the church in 1828 was given in detail on p. 219 of his 2nd edition. Recently, behind the woodwork of the South door of the church, near the wall tablet commemorating the Rev. Thomas Lightfoot, another wall tablet has been discovered which gives details of the re-building of 1828. The corrected account of the wall memorials, altar tombs, etc. will be found in Part IX.

It may be convenient here to record changes in other churches which have occurred since Redfern described them on pp. 248 et seq in his 2nd edition.

The Roman Catholic Church in Balance Street was built in 1839, the architects being the elder Pugin and his son ; Redfern recorded that previously Masses had been celebrated in buildings of the Blue Bell Inn, now the site of Barclays' Bank. The Balance Street Church was enlarged and improved in 1879. Redfern would no doubt have included the enlargement carried out under the auspices of the late S. B. Bamford 19 years after Redfern's death. By the generosity of Mr. Bamford the extensions he had contemplated for several years were completed in 1914. Mr. and Mrs. S. Blount, of Loxley Hall, Messrs. H. V. and Oswald Bamford made special contributions to provide a set of Stations of the Cross, and for the mosaic work in the Church.

However, the main improvements were due entirely to Mr. S. B. Bamford at a cost to him of over £4,000 ; these included a new Lady Chapel, the former Lady Chapel now being the organ chamber. The carved stone High Altar was covered with leaf gold, and improvements to the organ were made by Messrs. Rogers of Hanley.

To complete the new arrangement on the site, it was decided later to move the school to a new building in Springfield Road, on the site of nursery gardens which had been occupied by the Wilne family for many years ; the new school was completed in 1930.

It should be recorded that in addition to church improvements, Mr. Bamford also provided extension to the Presbytery.

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Almost opposite to Redfern's own house in Carter Street there had been a Primitive Methodist Chapel standing in an enclosed site some distance from the roadway. Redfern had given briefly the story of this (p. 254 of 2nd Edn.) from 1842 when it was built ; in 1875 it had been enlarged but was still small ; prominent members had been the late W. H. Lovatt, and the Woodings, an old Uttoxeter family, and Mr. C. Perkins. A new organ was installed in March 1925, but the congregation had diminished so much that before the second World War the Chapel was closed. The room was used to supplement the classroom accommodation of the C.E. School, Bradley Street, and in the evenings a group of Uttoxeter ladies provided a canteen for service personnel passing through the town. After the war the St. John Ambulance Society purchased the building, and continued to use it until that part of Carter Street was entirely re-built to provide a Welfare Centre, now Wilfred House — named after Wilfred Elkes, the chief benefactor. Between Wilfred House and the two residences opposite the White Hart Hotel, a new St. John Ambulance Centre was built ; the two new buildings now form a notable change in Carter Street, taking the place of some old houses, a shop, and an entry lined by small cottages, where huge oak beams could be seen ; these were mentioned by Redfern as bearing evidence of fire damage suffered in previous centuries. (p. 303 of 2nd Edn.).

The late W. H. Lovatt, mentioned above, was responsible for many years for carrying the Mail to Stafford nightly at 8 p.m. ; the return journey with the Uttoxeter mail was made in the early hours of the next morning and the first delivery of letters was begun soon after 6-0 a.m.

It is worth recording that those nightly journeys were made safely for many years, the driver being armed with a strong cudgel, and accompanied by a guard dog. The only interference of any kind actually took place years later when the mail motor-van was robbed between Stafford and Weston. Some older inhabitants may recall that the basement of the old Windmill on the Heath was where Mr. Lovatt stabled his horses.

After the closure of the Primitive Methodist Chapel the Wesleyan Church in High Street (first built in 1812) undertook all Methodist matters. It had for some time been able to make full use of the various rooms left vacant by the removal of the Day School under Mr. Le Richeux to the Heath Council School in 1908.

This School has now been acquired by the Parish and is now the C.E. Junior School. It may be recalled by former pupils that the large playground was covered with asphalt and that in the area a tall ash tree had to be removed. After the playground had been used for several years the pupils returning after the summer holiday were startled to see, at the spot where the tree had once grown, large slabs of heavy asphalt broken up and raised ; almost incredible to relate, this upheaval was found to be caused by the growth of soft fungus produced by the dead roots of the old tree ; the fungus took the form of piles of delicate toadstools, which unfortunately were removed before they could be identified, but the spot could be recognised for years after new asphalt was laid.

The area in front of the Wesleyan Church had originally been covered with stone slabs, but this was much improved by planting a number of rose trees in beds alongside the main pathway.

We may now return to Carter Street to note the changes in the former Congregational Church ; here again the cobblestones, bricks, and stone slab pathway gave way to a well-kept rockery. This rockery and its plants had been mainly provided by nieces and nephews of the late Mrs. Harper ; her family, the Godbehers had been members for several generations. Inside the building too, a notable change was made behind the Minister's rostrum ; here the wall had carried the organ pipes, with the organ loft on the eastern side. A new electronic organ was purchased and now stands on the western side of

the church. The rooms above the schoolroom and vestry had been altered to provide accommodation for the Freemasons of the Foresters' Lodge of Uttoxeter, and an outside staircase was built to give access to the Lodge Meeting place.

In 1973 the amalgamation of the Congregational and Presbyterian denominations led to the re-naming of the Uttoxeter Church as the "United Reformed" Church.

The Heath Church (called the Heath Cottage Church by Redfern), originally a small building towards which Dr. Taylor subscribed in 1869, has continued to be well attended, but the site of the other "Cottage Church", off Pinfold Street, has now been absorbed by the great extensions at Messrs. Bamfords' Works.

In 1974 the Heath Church was re-decorated and provided with window guards, mainly by personal efforts of the regular attendants. Since Redfern's time the harmonium was replaced by a "positive" organ purchased from Stramshall Church, which had discarded it. The story of the Heath Church and the Dams family was given on pp. 6 et seq. of Part IX.

Uttoxeter has for two or three centuries supported various charitable or social organisations, and the town still maintains its reputation. In fact, with the population almost doubling in the last 20 years, such bodies have been needed more than ever, though the National Health Service and its auxiliaries have led to the closure of the old Workhouse where now Grange Road has been made. It had served nineteen Parishes in the District for many years.

The Hermitage Convalescent Home (the old Bowling Green House on the Heath) was endowed by the generosity of the late Dr. Charles Bamford and his wife as a place where, after illness, ladies might spend a period to assist their recovery; in the small field adjoining the house the same generous trust built bungalows in which eight elderly couples could live when they gave up their former homes or business in the district.

At St. Mary's Mount on the Heath, the late Mr. S. H. Elkes provided a Children's Nursery Home, where children

from war-time refugee areas were cared for. Later the British Red Cross Society in Stafford established a residential centre where private rooms (with a communal dining room and lounge) could be rented by elderly ladies and gentlemen. This was enlarged by extra buildings and now can accommodate thirty residents. The lawns and garden here (formerly excavated for brick clay) provide pleasant surroundings for the Home.

When the large residence, Kirk House, in Balance Street, became available in 1954, a similar institution was founded by a Uttoxeter Limited Company, many local ladies and gentlemen taking shares ; the chief persons who took the lead were Rev. K. W. Marvin, Mr. S. H. Elkes, and Mrs. D. Herbert. Further accommodation was later added, and Kirk House now provides for thirty-two residents.

The Welfare Centre at Wilfred House has enabled several rooms to be used for various meetings of Clubs, e.g., The Over-Sixties, the Darby and Joan Club, the Flower Arrangement Society, and so on.

The Uttoxeter Rotary Club was founded in 1935, the first President being the late T. W. Orme. Present members include W. E. Elkes and A. J. Fryer, who were Founder members. There is also the Inner Wheel Club, the members being the ladies related to Rotarians, and the Round Table Club.

Ex-Service men are well provided for by the British Legion Club and the Royal Air Force Association. There is also the Women's Royal Voluntary Service, which, amongst many other activities, carries on the "Meals on Wheels" service in the town. Redfern would certainly have been interested in the continuance of the Uttoxeter Choral Society, which had been, under Mr. H. Drury, the chief musical concert organisation while Redfern still lived.

Uttoxeter also has an influential Women's Institute, and a Nursing Association founded in 1902 and generously supported by the late Mrs. Bunting.

The new Wilfred House mentioned above is available for a number of societies, e.g. 'The Uttoxeter Old Peoples'

Welfare Committee, the Uttoxeter and District Club for the Disabled, the Staffordshire Association for the Welfare of the Blind, the Uttoxeter Camera Club, and other similar associations.

The original Wilfred House Committee should be recorded, for their work provides a good example of what has been performed by an enthusiastic band of willing workers ; their achievement has proved to be a source of pride in the town. The more or less desolate site opposite to Redfern's old home was purchased by the following : Messrs. W. E. Elkes, O.B.E., President, F. Hodgson, H. Foulkes, C. J. Tunnicliffe, and H. D. Thornton. In thirty-six months no less than £22,500 was raised, and on April 29th, 1928, the building had been completed, three rooms --- one large enough for Concert and similar purposes, and a well-equipped kitchen. The opening ceremony was performed by Sir Alfred Owen, C.B.E., and as stated above the name Wilfred House was chosen to commemorate Wilfred Elkes, to whom the enterprise owed so much.

Other Uttoxeter activities (which will well bear comparison in their wide scope with other communities) are the Youth Centre at Oldfields, a branch of the Workers' Education Association, the Uttoxeter 18 plus Society, St. Mary's Youth Club, two associations for Young Wives, the Oxfam Society Group, a branch of the English Dance and Folk-Song Society, and the Uttoxeter Life-boat Club.

For those who seek Sports Organisations (which Redfern had recorded as almost non-existent) there are two Cricket Clubs, with grounds at Oldfields and Uttoxeter Racecourse, several football clubs, the Uttoxeter Amateur Swimming Club (actually in existence at least ten years before Redfern's passing), and the Badminton Club at the Picknalls School.

It was noted above that during the last two decades the population of Uttoxeter had almost doubled, and now approaches about 10,000. This has naturally required increased housing estates, more especially as many derelict old houses in the town centre have been replaced. To the south of the town, on Balance Hill and along the High Wood road a number of new houses can now surprise former residents who may re-visit the town in their old age. What was once known as Slade Lane, (a name particularly mentioned by

Redfern), now Park Street, led 80 years ago to the farm (named after the wide basin of the canal where barges were moored) called the Dockyard ; both sides of this road have now been lined by new houses, and minor roads connect this area to the Ashbourne Road, alongside which are the new District Fire Station and the Staffordshire County Ambulance Depot. Leading from the Heath the former Byrd's Lane (named after John Byrd, who up to 1904 farmed Lamberts' Park Farm — then the only house en-route for Kiddlestitch) leads to the largest new housing estate, with numerous side roads.

Several of these roads have been named after prominent citizens ; e.g. Redfern Road, Mellor Drive, Mosley Drive, and other new roads have been named after prominent persons in Uttoxeter history, e.g. Johnson Road (see page 29 of Part VIII) ; near the Fire Station mentioned above is Harvey Place, which reminds us of the Rev. W. W. Harvey, former Headmaster of Alleyne's Grammar School (see pp. 38 et seq. of Ch. IV of the History of Alleyne's Grammar School, Uttoxeter).

It is unfortunate that the newly-named roads do not always show the areas associated with the persons or places whose names are remembered ; thus Pennycroft Road, leading off Byrd's Lane, reminds one of the famous well once situated in a field north of the Churnet Valley Railway, now reached by Pennycroft Lane. Alleyne Place, to the north of Bramshall Road, lies far from the site of Alleyne's Grammar School, which was first in Bridge Street, and later moved to Dove Bank. On the other hand some roads do fit in well with the name so preserved, e.g. Weaver Road, from which a fine view of the Weaver Hills is provided

But Queen Street, south of the Market Place, was always termed "Back Lane" on old maps ; this name has now been given to the short length of Derby Road alongside the Grammar School building erected in 1859.

It is good to know that Peter Lightfoot and Mary Howitt are commemorated as famous Uttoxeter worthies by Lightfoot Road and Howitt Crescent.



We have noted above that the increased population of Uttoxeter has led to various changes ; in Redfern's time two banks carried on the business of the town, whereas five can now be found, and the work of three building societies is now performed by no less than seven.

In the same way Redfern (p. 385 of 2nd Edn.) told of the beginning of the "Uttoxeter New Era" in 1855 by Mr. Kelly, followed by the "Uttoxeter Advertiser" in 1882 under Mr. Ryder.

The former was printed by Smarts of High Street until it was amalgamated with the "Advertiser" under J. Eaton Fearn, and later by Babb Bros. The "Advertiser" has now two rivals --- the "Uttoxeter Echo" beginning in 1953, and the "Uttoxeter News" first issued in 1973.

The Advertiser was locally termed the "Stunner" some years ago, though as a rule the weekly news was not very "stunning". From time to time, however, special articles (occasionally verse) reported on unusual town events. For example, in March 1901, when an election of Board of Guardians took place, a correspondent reported the contest in terms of a horse-race. He named the candidates "Haymaker" (H. Bamford), "Ballast" (G. Orme), "Malt" (W. Torrance), "Pedagogue" (J. Ryder), "Bobby" (Police Superintendent Gilbride), "Surplice" (Rev. Father M'Gahren), and "Insurance" (F. Harper) ; the author seems to have known the candidates' chances very well, for he predicted the result of the election exactly, giving the four successful candidates in the correct order, which was : (1) Haymaker ; (2) Malt ; (3) Ballast ; and (4) Surplice.

Contributions were not always as amusing as this. After a heavy snowfall in 1896, the Market Place became a sea of mud on Market Day, because the authorities failed to get the snow cleared in time. Strong criticisms of the conditions were made blaming individual councillors in verses, but I have been unable to obtain the full text, and can only give a few lines which have remained in my memory.

The late W. G. Need of the Parks usually drove to town in a trap, so his verse ran :—

*“ Now William Need lives at the Park,  
Treats the situation as a lark ;  
He rides of course, yes, in a trap,  
And for our roads don’t care a rap.”*

Another Councillor, T. Lunn, a tailor, who had previously been reported as asking the Council chairman about a person whom they wished to interview — “Where is the blooming man ?” His verse was :

*“ Where is the famous blooming He  
That Tailor Lunn so wished to see ?  
If you should meet him face to face,  
Just show him our grand Market Place.”*

A few readers may possibly recall other lines from these doggerel verses ; two lines described the late G. Orme, founder of the great firm G. Orme and Sons ; he was an unusually heavy gentleman, as the first two lines of another verse describe :

*“ Now Orme, the mighty man of weight,  
He rides about the town in state.”*

Another example of “stunning” comment came many years ago ; there were two very deep gravel pits on either side of Stone Road, one where police houses now stand, the other where Mr. Oldham lives. When these houses were built both these sites were covered by wide concrete “rafts” to support the houses ; the deep gravel pits of former years were at first filled with all kinds of waste litter, and evidently had reached a depth where an impervious layer prevented accumulated water from draining away ; in hot weather the two open pits sent out evil odours which all passers-by could not escape.

This again gave a local wag the opportunity of getting the “Advertiser” to print ribald verse ; I can only recall the first verse :—

*“ As you’re walking down M.P. (the hill used to be  
known as Mount Pleasant)  
On the right-hand side you’ll see,  
A pool of pleasant water,  
As calm as calm can be.”*

Again, it would be interesting to hear of residents who can complete the story. I can still recall the stagnant green water, where dead dogs and cats could be seen amid other unpleasant items which contradicted the name "Mount Pleasant".

The local press still occasionally print letters (not always of outstanding merit) which are intended to arouse interest in notorious matters ; presumably the writers get some satisfaction from seeing their names in print.

There are a few events on which Uttoxeter inhabitants cannot always look with satisfaction ; there is now direct rail communication only with Crewe and Derby ; before the "Beeching" cuts in our Railways it was possible to go by train to Stafford, to Burton-on-Trent, to Rocester, Ashbourne and Buxton, or to Stoke, Kidsgrove, and Macclesfield. Some of these places are now accessible by 'bus, though (except to Burton) the services are not frequent.

One improvement industrially has been brought about by the founding of various Warehouses etc. near the former junction of the Churnet Valley Railway with the Main line ; there is here room for wide industrial expansion ; the area has been earmarked by the local planning authority for this purpose.

The local bus station, which can be approached from entrances in Church Street, Bradley Street, and (for pedestrians only) High Street, has platforms from which services run to Derby (two routes — via Ashbourne, also via Hatton), to Alton, Longton, Burton-on-Trent, Stafford, and Lichfield ; there is also a town circular service covering the housing estates around the New Road and Byrd's Lane and between Doveridge and Bramshall. This would seem to be an impressive list, but (except for the Tutbury and Burton route) the services are not very frequent..

Following the recent re-organisation of local government, Uttoxeter Urban and Uttoxeter Rural District Councils have now been merged with the East Staffordshire Council, with its headquarters at Burton-on-Trent ; there are, however, still some local affairs controlled by the Uttoxeter Town Council, and the Burton Council has special Uttoxeter members.

The 45 year service to the Uttoxeter Councils rendered by Mr. John Kenny was recognised by the award of M.B.E. in the Queen's Birthday Honours in June 1975.

The town water supply, which had been increased by the former Urban District, with an enlarged reservoir at Kiddlestitch, has been taken over by the South Staffordshire Waterworks Company, and like most similar services is now more costly to inhabitants.

The Staffordshire Education Committee now provides an efficient Library Service, first begun in the Old Brewery Yard in High Street, and later moved to premises in High Street which were part of the Uttoxeter High School. Older inhabitants will recall that this building was at one time the Office of Mr. Dunnett, solicitor and deputy clerk to the lords of Uttoxeter Manor. It is understood that a more commodious and central Public Library may before long provide even better services for Uttoxeter. On p. 5 of Part IX of this work there is an account of the changes in Uttoxeter Schools made under the latest system of Junior School, Middle School, and High School grades ; it is possible that any future development of Library facilities for the town will be closely connected with the High School.

Redfern would have welcomed this advance in opportunities for students ; in his day Uttoxeter was fortunate in having a number of citizens who were interested in such projects ; at one time the room above the arched entrance to the Smithfield was rented by a society devoted to providing all kinds of reading material, magazines, and so on, but these facilities were open to subscribers only, though in the previous century a few publicspirited townsmen (among whom the late Edward Dams, T. S. Wilkins, and Adlard Welby and others were notable) opened a library from which Redfern himself gained much. Perhaps one should record here that in a town not far away, a certain member of the local council boasted that he had successfully opposed the opening of a public library on the grounds of expense !

In a previous passage we have noted that Redfern regretted the lack of recreation sports in Uttoxeter, and advocated more playing of Cricket as being "manlier". We have already given details of present cricket in the district, but now can record the founding of a new Golf Club on land to

the east of the racecourse. This is really a revival ; there was a golf course on Byrd's Farm — or Lambert's Park as far back as 1900 ; later this course was re-modelled by A. Hunter, but died out.

However, a new course on Mr. Armitt's farm at Bramshall was established in the early 1920's ; this Club had an elaborate pavilion built by Messrs. Hammersley, and after Mr. Armitt's retirement, continued under Mr. Talbot. The club experienced a gradual decline until it was disbanded ; the Clubhouse was sold to Mrs. C. Bamford as a private residence.

Successful efforts were made in 1974 to inaugurate a new Club as stated above, and, unless the present economic state of the country forbids, Uttoxeter will have once more a well-planned course.

We have now recorded many of the changes in Uttoxeter in recent years, and now proceed to the most notable industrial development — the phenomenal establishment, now centred at Rocester, of the earth-moving machinery of Mr. J. C. Bamford, C.B.E.

We have recorded in Part VIII of this work how the elder sons of the original Henry Bamford began, at the Leighton Ironworks, the manufacture of agricultural machinery in 1871.

A branch of the Uttoxeter Ironmongery business was opened in Lichfield ; it was managed by one of Henry's younger sons, Joseph Bamford, until he returned to take part in the Uttoxeter works. His son, the late Cyril Bamford, of the Parks, Uttoxeter, took a prominent share in the introduction of many new Bamford machines — there was considerable progress in new types of swath-turners, horse rakes, and later, of special hay-loading machines for attachment to farm waggons, drays, and carts ; all these machines enabled hay-making to proceed more rapidly when the weather was suitable. Mr. Cyril Bamford was responsible for the introduction of many such new machines, and his son, Joseph C. Bamford was thus familiar with engineering progress from his boyhood. He had joined the Bamford works in 1911, but in 1945 J C B., as he has now become known all

over the world, broke away from the firm and began his own business. His brochure relates the astounding story of his first enterprises, begun in a small garage in Uttoxeter ; there he made with his own hands a farm trailer, which was sold for £45 with a farm cart thrown in. The only work done by outside help was machine drilling, undertaken by a local bus garage, for J C B then had no drilling machine of his own. The farm cart was renovated, painted, and sold for £45. The official brochure shows a photograph of Joseph Bamford and his first three employees, still with him in 1973, standing by a trailer converted from a vehicle used in the second world war by British military units for carrying radar equipment and searchlight apparatus. It is fitting that any account of the great advance of the Company should include the three names — Alec Hollingworth, Arthur Harrison, and Bill Hirst ; all of these have borne a great part in the growth of J C B. This was in 1947, when Anthony Bamford, now an important member of J C B firms, was two years old.

By 1948 J C B was making the first two-wheeled hydraulic all-steel tipping trailer ; the next year saw the first hydraulic loader in Europe — the “Major Loader.” The brochure records “The price was about £110 and it was sold only in kit form for the dealer to bolt to his Fordson tractor.” It also states that “thousands were made with the help of people like Alec Hollingsworth, who is still with me today ” Some parts of this loader were made of units obtained from obsolete bomb-shelter material.

The location of J C B had been moved from the Uttoxeter beginning to disused stables in the Yard of Crakemarsh Hall, but by 1950 more extensive premises were needed, and these were found at Roccester between the Denstone road and the railway. Here there had once been a small dairy depot at a time when farmers delivered their milk daily ; most villages of any size had such a depot, e.g. Croxden, Egginton, Ellastone, Weston, Grindley, and others. But when road transport by motor-lorries became the order of the day, most small depots were closed, and the present large dairy premises at Folc, Weston, Egginton and Uttoxeter were established and enlarged.

The area of this new site acquired by J C B was at first only about one acre ; but the works were soon so busy that by 1951 over 2,000 Master Loaders had been sold.

Progress continued at an even more rapid rate and the brochure records that in 1953 nearly 20,000 hi-draulic loaders were made — 6,000 by J C B and others by special arrangements with French and other firms. This year saw the adoption of the now famous J C B distinguishing mark, which can be seen literally all over the world ; Mr. J. C. Bamford (now C.B.E.) wished to avoid using the name Bamford, which might have led to confusion with the old-established Bamfords Ltd. of Uttoxeter — hence the J C B plate came into existence.

Local inhabitants have watched the field which once reached from the Uttoxeter road to the former Rocester railway station become a wide lake, with a smaller one on the opposite side of the Hollington road. Fitting appropriately with the area between the former Rocester Brickworks and the Denstone road they have seen the rise of the vast new works and offices which cost several million pounds. Mr. Bamford expects still greater expansion, despite some political and planning difficulties. The whole area, in metric terms, covers about 18,000,000 square metres, but combines so well with the surroundings that one is struck by the founder's evident aims — industrial expansion and efficiency, and preservation of rural amenities. One of the many dicta used by the founder may here be quoted :- “ The aim has been simple — don't destroy, beautify.”

The new artificial lakes provide boating, fishing, and other recreational facilities for employees ; many species of water birds have been attracted, yet (except when the whole estate is lighted up by night-shift work) a passer-by cannot fail to be struck by the way the landscaping has been carried out.

Among many factors which contribute to the efficient working of the many departments, we have to record the formation of a number of separate companies, such as J C B Excavators Ltd., J C B Research Ltd., J C B Sales Ltd., J C B S.A. (France), J C B Excavators, Canada, J C B Farms Ltd., and others.

Since 1961 quicker and more effective transport by air has enabled J C B Staff to make and maintain contact with ninety per cent of their customers in ninety minutes flying

time. By 1975 two aircraft — a Hawker-Siddeley H.S. 125 eight-seater jet plane, and a King-Air turbo-prop machine of equal capacity — have provided facilities such as few companies of this size could employ. It is worth quoting comments on this use of air transport by the J C B chief pilot Capt. Cliff Lake :- “Once you have your own aircraft, there’s little point in looking at bus and railway time-tables and comparing the cost. You’ve bought convenience and you should use it.” Or again :- “It is wrong to think of an aeroplane in sterling figures ; that’s why so many Bristol business men are reluctant to take a step into aviation. All they can see is how much they will have to pay out, and not the benefits they will reap directly or indirectly.” Later in this account we shall quote notable dicta of the Founder himself ; here it is interesting to note how Capt. Lake’s comments resemble those of J C B himself.

Actually when it was desired to make appointments for J C B regional dealers all over France, the J C B aircraft made two or three flights *daily* to French airfields. French agents were thus brought to see the Rochester factory for themselves. In three months planning of this kind a new French company had been formed, and there were 18 new J C B dealers. Capt. Lake’s typical comment on this :- “Without our own aircraft it could have taken anything up to a year,” seems fully justified.

The Uttoxeter Advertiser in a report of April 30th, 1975, gives the story of a 23-day sales tour of the Middle East by four directors of J C B Excavators Ltd., which had resulted in nearly half a million pounds worth of orders. Messrs Anthony and Mark Bamford, and Messrs. J. Watson and D. Danson were the directors making the tour, which Mr. Anthony Bamford described as “tiring, but profitable.” His impression was that Middle East countries wanted to buy more earth-moving equipment than ever before. “This growth,” said he, “will make the region one of the most influential in the company’s continuous drive for more exports”

This expansion indeed is a continuation of the world-wide export of J C B products ; in February the Uttoxeter Advertiser had reported that orders for Excavators and Loading Shovel Machines had been received from Nigeria ; the value of this business had amounted to £1 million within a year. This



was followed by an account of many export orders from Hungary and Yugo-Slavia out of one month's output from the Rocester Factory which was worth over £5,500,000 ; no less than 70% of this had been for export. This splendid result had been achieved at a time when British economy badly needed such exports ; the J C B Rocester factory was evidently fulfilling more than its share towards sustaining British prestige.

We have already noted (see Part VIII p. 23) that in 1871 the foundation of the Bamford foundry at Leighton Ironworks had begun what later developed into a great Uttoxeter asset. About the middle of the 19th Century there had been an American advance in the invention of machinery such as reaping, mowing, and binding implements which had provided agriculturists with the means of reducing the number of old forms of manual operations through new machines.

In a similar way in the 20th century the first J C B mechanical excavators and loaders had come into being at a time when new building clearances, new motor road planning and such enterprises both public and private, had brought about a world-wide demand for earth-moving machines. The design, and production, of these were stimulated by the adaptation of hydraulic systems used by Army, Navy, and Air Force vehicles during the Second World War, and many J C B employees brought with them familiarity with hydraulics which still governs most of J C B machines. By 1975 we find that the latest articulated four-wheel drive loading shovel brought one of four firms award by the Design Council. Four firms, one of which was J C B, were stated by the "Times" report on May 12th, to have been selected out of more than 150 submissions for awards.

A report in the Uttoxeter Advertiser of July 2nd, 1975, states that Prince Philip had presented Mr. McIntosh, chief designer of J C B Research Ltd., with the Design Council's engineering design citation at the British Aircraft Corporation plant at Filton, near Bristol. Lord Caldecote, Chairman of the Council of Industrial Design commented, "It is a truly remarkable achievement for the same company to win the award twice, especially within a period of two years." J C B is the only earth-moving equipment manufacturer to win two awards. The machines gaining this award are numbered J C B 413 and 418, but the latest models of Crawler Loaders are called No. 110 late in 1971. Already the new crawler excavator model is numbered 807.

report on May 12th to have been selected out of more than 150 submissions for awards. The machines gaining this award are numbered J C B 413 and 418, but the latest models of Crawler Loaders are called No. 110 late in 1971. Already the new crawler excavator model is numbered 807.

The great expansion of J C B output has depended on more personal factors than those mentioned above. Mr. Joseph C. Bamford, C.B.E., has been involved in all the activities of the enterprise. There has been continuous "ploughing back" of profits, unceasing modifications in the design of new types, and avoidance of all unnecessary delays in making such modifications and providing rapid maintenance after sales. The founder has insisted on keeping to certain principles which he has formulated untiringly.

Thus, speaking of the Master Loader made in 1951 specially for work on farms, he said, "I sold about 2,000 of these, but no one could get rich on that." Or with regard to half-tracks on the David Brown tractor for the Scandinavian Market :- "They sold for about £100, but the demand was not very great. I made some money, but more important, I gained a lot of experience."

Again in 1953 he said, "The Mark I was my first move into back-actors . . . the dealer was responsible for fitting, and the selling price was about £1,300. The Mark I was a tremendous success." Similarly, after addressing some spectators of a demonstration in 1957, he noted, "Some of the gathering hadn't a clue what they were looking at . . . but the dealers became more proficient, everyone had a good time — a bit of action draws the crowd. We made money."

And three years later we find the comment :- "Dealers and their businesses don't happen overnight ; they have to be built."

We have already noted his interest in the countryside, "The aim has been simple ; don't destroy, beautify." and "You've got to think big," is another of J C B's favourite slogans. Perhaps the stupendous progress made in a quarter of a century owes most to the founder's typical dictum :- "Keep it simple ; keep it running."

The continuous increase in capital expenditure has been characteristic of the principles adopted, for whereas other industrialists have on the average invested a maximum of £5,000 per employee, J C B has attained an average of £14,000 per man ; this would seem to justify his critical remarks on some aspects of British industry as "appalling."

The various companies into which the different activities are divided and controlled are still owned by the J C B family, and it is this personal involvement which led a visitor to suggest that at the age of 57 Mr. Bamford would be justified in retiring. "Wouldn't it be a just reward after all these years, to hand over, sit back in the sun, and do what comes naturally?" Back came the characteristic reply, "I'm doing that now!"

From his central office he can observe all that goes on in the Research Department, and can even use remote control of temperature in tanks where fish can be seen moving about — his wide interest in nature is again evident.

The artificial lakes which surround the works provide, too, recreational facilities for employees; but a further combination of business technical interests and social functions has been rendered possible by the acquisition of such places as the former restaurant at Barrow Hill, once the residence of the Dawson family. There is in addition a guest house at Stubwood, known as "Holly Bank." Another historical site has recently been added to the Estate property by the purchase of the ancient mill buildings on the Churnet, a mill mentioned in 1085 in Domesday Book, when King William the Conqueror himself was Lord of the Manor of Rocester.

It is indeed a matter of historical interest to find a modern industrial estate so closely connected with such ancient places.

But J C B meanwhile is making History, and Historians of the future will no doubt be telling again the story of how in 25 years such a flourishing business was established. Mr. Bamford has formed as we have noted, close relations with French agents — indeed, one of his expressions in French, "Jamais content" by an extraordinary coincidence, forms the first two initials of "J C B."

When thinking over this truly outstanding performance of personal achievement, I could not help being reminded of what Andrew Marvel (who was once joint secretary with John Milton to Oliver Cromwell) wrote of the Lord Protector after his triumphs over both Irish and Scots in the years 1649 - 1651 :—

"So much can one man do,  
Who does both act and know."

*From Uttoxeter Advertiser, July 16th, 1975. —*

**“ Lighting Award for J C B.**

J C B Excavators have won an award in the 1975 Outdoor Lighting Competition. The firm is one of three winning entrants in the East Midlands region. J C B was highly commended for unusual and decorative treatment of the Factory site, involving an artificial lake and an attractive planting scheme.

Sir Mark Henig, Chairman of the English Tourist Board, presented the Certificate to J C B Architect, Mr. D. B. Carton, at a ceremony at East Midlands Electricity Board's Headquarters.”

We have now ended the story of various important industrial enterprises in the Uttoxeter District, and it may be of interest to tell of some visitors from abroad who have recently come to see the old town where their ancestors once flourished.

In a directory of Uttoxeter in the last century occurs the name of William Plimmer, Watchmaker, Market Place. (In reality, the old shop stood at the Upper end of Bridge Street).

In early 1975 I was visited by a lady from the West Indies, formerly a law student but now a Judge. She was surprised to find that I knew of the Watchmaker and his shop, as he was quite an elderly gentleman in 1896. His brother had served in the British Army in the Crimean and Indian Mutiny Wars, and had settled in the West Indies when his service was over.

Uttoxeter had more than one example in the 19th Century of Inns being actually next door to each other. One of these (now part of the "White Hart") was the old "Coach and Horses" Inn, where the Barnes family had a number of horses for various purposes. A descendant of Joseph Barnes, described in the directory as "Post-horse Master", was making enquiries about her ancestor, and was pleased to find that I knew the family in my early boyhood ; though she was indeed surprised to find that the old name "Coach and Horses" no longer remained.

The late Rev. Prebendary H. Abud, Vicar of Uttoxeter from 1854 - 1902, left his mark on the town in several ways, actually serving as Curate before 1856 ; the Uttoxeter living being held then by the Rector of Norbury. The memorial to Dr. Samuel Johnson, a replica of one side of the Lichfield memorial representing the famous Penance in Uttoxeter Market Place, was built under Rev. Abud's influence ; he was also one of those responsible for the erection of the Town Hall, begun in 1853 and completed the next year.

We have outlined the story of the great development of Industry which J C B has brought to the former village of Rocester ; how there had once been a brick-works near to the old Railway Station, and a Mill on the River Churnet

which had, after many changes during a number of centuries, finally carried on stone work in connection with the sandstone quarries of Hollington. The best stone from the lower layers of sandstone was sent away to become part of a number of famous buildings, the latest being the reconstructed Cathedral at Coventry, following the terrible destruction by German air attack in the Second World War. There had also been the much larger Mill on the River Dove, which has already been described in this work (see pp. 9 and 10 of Part VII).

But the story of Rocester is much older than the cotton spinning of the Tutbury Mill Co. Ltd., which for years controlled the Dove Mill.

Redfern, as we have seen, was quite satisfied that Uttoxeter was the real Roman centre of this district, but as Part I of this work (pp. 26 and 27) shows, Redfern's ideas about Roman occupation of the Uttoxeter area were entirely mistaken. The Roman occupation of Britain lasted about 400 years after 55 B.C. The Roman conquerors spread over the captured island northwards to Lincoln and York, by the great Roman roads ; also to Chester along the great road now known as Watling Street ; and they also built the road south-westwards from York to Exeter, which we know as the Fosse Way.

Towards the middle and end of the four hundred years, a few minor roads leading to less important places were made. One of these later roads led from Derby to Chester, passing through Rocester

Redfern's theory that four Roman stations lay between Uttoxeter and Stramshall cannot be accepted — there were no such stations. Indeed, the Roman road which passed through Rocester would never have been in any way connected with Stramshall. From Little Chester (Derby) the road first led to Rocester (one day's march) ; thence to Chesterton, near Newcastle-under-Lyme, and so to Chester—then known as Deva. All these places provided camps for the legion for one night ; each soldier carried a large wooden stake, and when the legion reached its camping place, a stake area was immediately formed. Through the kindness of

Mr. J. E. Critchlow, I can here give an account of various finds of Roman coins and other remains at Rocester, when different excavations were made during the last century, from 1835 (in front of Abbey Fields Farm) down to 1957 - 64 when pupils from Oldfields Boys' School worked under Mr. Critchlow.

Quite a number of Roman coins were found over the years, some being placed in Denstone College Museum. Mr. Clark, of Hawthornden Manor, reports Mr. Critchlow, has a large collection, chiefly from the Cemetery off Ashbourne Road. Several building sites had evidences of Roman fortifications of wood and earth, but new buildings and roads now cover the excavations. But Mr. Critchlow reported that there had been stone walls etc. at some period, though it was plain that stones had been taken from the Roman work at a later date. He also mentions that an expert Archaeologist, Dr. Graham Webster, was surprised at the extent of the original town. Mr. Critchlow noted that Roman coins from Galba (died A.D. 69) and Domitian (died A.D. 96) had been found ; he had passed some over to the County Museum at Shugborough, and others to the Museum at Derby. Roman pottery in good condition had been found and taken care of by Mr. A. Gunstone of the Birmingham Museum.

It is worthy of note that Redfern knew about many Roman remains at Rocester and Barrow Hill, yet still failed to learn that Uttoxeter could not have been Roman --- there are no two places anywhere in Roman territories so close as Rocester and Uttoxeter, and Rocester most certainly was the older settlement. (On p. 27 of Part I of this work, the *Saxon* derivation of Uttoxeter is correctly given.)

When William the Conqueror became king in 1066, he succeeded the Saxon owner of Rocester as Lord of the Manor, and is so recorded in Domesday Book, also as the owner of a Mill at Rocester. By this time (six hundred years after the Romans left Britain) Uttoxeter had grown faster than Rocester and has continued as the chief town of the area ever since ; but there have been occasions during the passing centuries when Rocester events were noteworthy. The religious centre, for example, was specially mentioned when King John and his lands were affected by his quarrel with the Pope.

In regard to a general Interdict imposed on John's kingdom, I have a copy of a grant made by Pope Boniface VIII to Roger, Abbot of the Monastery of our Blessed Lady of Rocester, that it might be lawful to say or celebrate divine service *with a still voice*, the bells not rung.

But there was little real progress at Rocester until (as will be found in Part VII) the cotton magnate Arkwright bought the Dove Mill. In passing we may record that the Dove Mill was the site of the Rocester Gas Works, an undertaking which must be regarded as exceptional for such a small place.

Several prominent families were influential in the district during the 19th Century, and such large residential buildings originated ; Barrow Hill, famous not only as the site of an ancient burial place, but also as the residence of the Dawson family. Along the line of the old canal, later followed by the North Staffordshire Railway, the former residence of Colin Minton Campbell can still be seen overlooking a large pool which once ensured, like Rudyard Lake, that the Canal did not lack a reserve of water. The house dates from the late eighteenth century, the home of the Bainbrigge family, and on the same hillside stands the former Mincepie Hall, so called from its curious architectural style. On the Derbyshire side of the River Dove stands Abbotsholme, founded by the late Dr. Reddie, a famous Scottish educational innovator. His "new School" system was followed by several schools in France, Germany, and America. Dr. Reddie believed that a rural atmosphere combined with the best educational ideas of great public schools, could produce a fine type of man needed by the British Empire. A similar school in Germany was moved to Scotland in 1934 to avoid the attention of Hitler. This new school at Gordonstoun was attended by the present Duke of Edinburgh, and Prince Charles followed his father's education there.

So Rocester's ancient history has now been supplemented by modern changes, and J C B has added a new chapter to its story.

Possibly at some future date it may be decided that the large high single-arched bridge over the River Dove (designed by Thomas Fradgley, the Uttoxeter Architect who designed the Town Hall and the Memorial building in the Market Place to Dr. Johnson) needs replacing.



If and when this happens, care should be taken to preserve a number of records deposited in the foundations by the Freemasons of the Foresters' Lodge, Uttoxeter.

On pp. 3 and 4 of this Part, reference was made to changes in various religious buildings in Uttoxeter. To the account of the Parish Church we may add that the present Uttoxeter Clergy of St. Mary's Church are responsible for services not only in the town (Parish Church and Heath Church), but also at Bramshall St. Lawrence's and at Stramshall St. Michael and All Angels. The addition of Bramshall to Uttoxeter services is an example of the decline in the number of available clergy, for the late Rev. D. Smith was curate there under the former Rector, Rev. Bennett Williams, M.A.

In the case of Stramshall there were efforts made in 1852 to provide services for villagers who were drawn in part from the adjacent parish of Checkley and from the outlying area of Uttoxeter Parish. The Church was designed by the Uttoxeter Architect, Thomas Fradgley, and was built by the firm of Evans of Ellastone, the family to which George Eliot (Marian Evans), the novelist, belonged ; this family undertook many contracts in connection with Uttoxeter Church, repairs to the Spire, and oak pews. As late as 1900 the Uttoxeter Vicar was assisted by two curates (in addition to lay readers) which enabled services to be held at the Heath Church, the Cottagers' Church in Pinfold Street, and in a private home in the High Wood.

The last Rector of Bramshall was the late Rev. W. Morby ; in 1921 it was decided to join Uttoxeter and Bramshall parishes, and since that time Uttoxeter clergy have been responsible for all Bramshall Church Services.

With the extra services mentioned above at Stramshall, the Vicar of Uttoxeter, who now has only one curate and two Lay Readers, undertakes all Services at Uttoxeter Parish Church, The Heath Church, (the Cottagers' Church in Pinfold Street no longer exists), Bramshall Church, and Stramshall Church. Aid in these is also given by the Rector of Gratwich.

The following list of services will show how the heavy burden is distributed between the different churches, each Sunday :—

UTTOXETER PARISH CHURCH :

8-0 a.m.	Holy Communion.
9-30 a.m.	Parish Communion.
11-0 a.m.	Mattins and Sermon.
	(1st Sunday, Holy Communion)
6-30 p.m.	Evensong and Sermon.
Sunday School	2-30 p.m. at the Heath School.

THE HEATH CHURCH :

8-0 a.m.	Holy Communion (1st Sunday).
6-0 p.m.	Evensong and Sermon (except 3rd Sunday).
6-0 p.m.	Holy Communion (3rd Sunday).

BRAMSHALL PARISH CHURCH : *St. Lawrence*

8-0 a.m.	Holy Communion (3rd Sunday only).
11-0 a.m.	Holy Communion (2nd and 4th Sundays).
11-0 a.m.	Mattins and Sermon (1st and 3rd Sundays).
2-30 p.m.	Sunday School in Church.
7-0 p.m.	Evensong and Sermon (2nd and 4th Sundays).

STRAMSHALL PARISH CHURCH : *St. Michael and All Angels.*

11-0 a.m.	Holy Communion (1st and 3rd Sundays.)
11-0 a.m.	Mattins and Sermon (2nd and 4th Sundays).
7-0 p.m.	Evensong and Sermon (1st and 3rd Sundays).
7-0 p.m.	Holy Communion (5th Sunday only).

WEEKDAY SERVICES

UTTOXETER PARISH CHURCH :

Wednesdays	7-30 a.m.	Holy Communion.
	10-0 a.m.	Litany.
	10-10 a.m.	Churching of Women.
	2-30 p.m.	Tiny Tots' Service,
		1st Wednesday.
Saturdays	6-45 p.m.	Evensong (said).

THE HEATH CHURCH :

Thursdays	10-0 a.m.	Holy Communion.
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I have a vivid recollection of hearing the venerable Vicar preach at the Funeral Service for Queen Victoria. His son, Col. Abud served in the Indian Army, but also took part in the First World War, and is on the Uttoxeter Roll of Honour. The town held memories of the Rev. H. Abud's children, but I was pleasantly surprised in 1975 to receive a visit from Dr. Abud of Horsham, Melbourne, Australia, a descendant of the brother of Rev. H. Abud. I was able to give him many items of information for the family "tree" which he was compiling.

Other such visitors have been members of the Acheson family ; their father had been a distinguished Headmaster of Alleyne's Grammar School from 1887 - 1901 ; Prof. J. E. Coates, of Swansea, one of the outstanding pupils of Mr. Acheson, and H. F. B. Brett-Smith, Goldsmith Reader in English Literature, Oxford, and Editor of a number of English Classics.

## UTTOXETER CARNIVAL AND THE RECREATION GROUND

There are still many inhabitants who can remember one of the most striking meetings of the Uttoxeter Urban District Council ; there had been a sale of land on the south side of the Bramshall road, a large field which had formerly belonged to Messrs. Isaac Ward and Sons, builders.

At the auction the last bidder was the late C. H. Elkes, who was then in business at the junction of Carter Street and High Street, and a prominent member of the Urban Council.

At a later meeting of the Urban Council he offered the land to the town, saying that he could remember how few opportunities boys of his generation had for recreation facilities ; he asked the Council to accept the field as a town Recreation Ground, an offer which was most gratefully received. Later a general committee was formed to undertake the lay-out and general landscaping of the field, one of the chief contracts being made with the nursery firm Barrons of Borrowash in Derbyshire. The numerous trees, flowering shrubs and other plants which were then put in by the firm have flourished so well that now in 1975 it is difficult to believe that all this has come about in an area of what was bare ground less than 50 years ago.

Tennis courts, football pitches, and later an open air swimming pool were provided, though the last-named was found to be unsuitable owing to the sanitary state of the brook, which originates at Withington and passes through Bramshall on its way to the River Dove. In former days it was known as the Stonyford Brook and gave its name to several areas around the town.

About the time when Mr. C. H. Elkes made his generous gift, there was throughout Britain a period of relaxation after the first great war (the building of the Royal Festival Hall in London was typical of this movement).

Uttoxeter had its special form of relaxation and festival ; Mr. S. H. Elkes had just founded the Dove Valley Biscuit Manufacture, first at High Street, and later on a large site between the Ashbourne Road and the old pathway from the Heath to the town known as "Abram's Walk" — perhaps from two members of the Flint family of the name "Abraham," who were solicitors in the town going back to the late 18th Century.

Mr. S. H. Elkes took the leading part in the inauguration of the Annual Carnival. The first of these was held in June 1925 to coincide with the Ceremony of the Opening of the Recreation Ground ; this gave the town the opportunity of a festival celebration for all inhabitants, especially the schools, and for advertising local trade and industry.

The opening proceedings were undertaken by Mr. A. C. Bunting, J.P., C.C., proprietor of the Uttoxeter Brewery, who was accompanied by Col. Gretton, M.P. for the Burton Division of Staffordshire. A large number of decorated vehicles took part in the procession, and the Fund for the Lay-out and Landscaping of the Recreation Ground received great benefit. Later it was found possible to engage a Caretaker for the Ground, and even to build an official residence for him.

The success of this function led to the adoption of an Annual Carnival for the town.

In order to make the proceedings appear to be ROYAL, arrangements were made with the Railway to permit a decorated train to arrive at Uttoxeter Station in the early afternoon from Ashbourne (this was long before the local lines were gradually abandoned).

Messrs. B. Shaw and G. Hodgkins were appropriately dressed as King and Queen and received by Carnival Officials at the Station ; (in later years a local young lady was chosen as "Carnival Queen.")

The "Royalty" of the occasion was maintained by the "King" conferring a knighthood on the Chairman of the Urban District Council. The Uttoxeter Chamber of Trade also took vigorous action to ensure the success of the Carnival, and the procession to the Race Course through the town

formed a splendid spectacle. There were special prizes for various entries, the local schools provided decorated "floats" which were well matched by trade entries. The list of entertainments at the Racecourse included such items as Floral Competitions, Gymkhana, Five-a-Side Football, Whippet Racing, Judo Display, Police Dog Handling, and other events.

During the passing of the procession, spectators could see the Shop Window Decoration Competition, and many street decorations ; collecting for the Carnival Fund was in the hands of boys from Denstone College. As a result, the following local charities were later given shares from the Fund : Wilfred House, St. John Ambulance, Kirk House, Old Peoples' Welfare, Boy Scouts, Girl Guides, The Disabled Club, and the Duke of Edinburgh's Award Fund. The Uttoxeter Drama Society staged a performance at Wilfred House on four nights in aid of the Fund, and the Junior National Farmers' Union also made a contribution. A special film showing many aspects of the celebration was taken under the auspices of the J C B Company of Rocester.

In later years many other town activities have received benefit from the funds raised by Carnivals. I have a photograph of the Uttoxeter Swimming Club in the late 1880's, showing amongst other members the Rev. R. Barker, Messrs. Bullock, Godbehere, Fox, A. B. Torrance, T. A. Torrance, W. Ford, H. Hodgkinson, C. Hodgkinson, and others.

This Club had a pavilion on the bank of the River Dove, just above the Noah's Ark Farm, and junior members had to cross by rope to the far side of the river, where a long shallow stretch enabled them to learn to swim. Each year a long programme of diving competitions, races and displays took place, but the difficulties prevented many new swimmers in each yearly roll.

All this has been replaced by the Lido at the Picknalls, where large numbers of children have learned to swim ; in hot weather hundreds of swimmers from all over the Midlands visit the Lido regularly, and school and public competitions also take place. Uttoxeter thus has facilities far superior to those available in the original Recreation Ground. It is worth putting on record that these and other uses of the Elkes Recreation Ground have stemmed from the gift of the late

C. H. Elkes, followed by Carnivals organised by his son, the late S. H. Elkes, and revived under the influence of Mr. H. Wilks. The importance of these may be judged by the funds — over £2,000 in one year — raised by the latest Carnival.

To our general account of the Uttoxeter Carnival, some additional items of wide interest need to be added. The idea of combining an event such as the official opening of the Recreation Ground with a Carnival Procession originated with the late P. G. Brisbourne, Chairman of the Urban District Council in 1925. This received wide support, particularly from Mr. S. H. Elkes, Mr. E. M. Mellor and other councillors. Prizes were offered for tableaux, troops of dancers, etc. in no less a sum than £90.

Mr. J. Dainton provided transport for an attractive children's amusement — the "Silver Glide" offered by the Burton-on-Trent Infirmary. •

The Recreation Ground also received funds for children's amusement apparatus, and a bandstand was another amenity provided. The additional revenue was welcome, as the Urban District Council's expenditure was limited to a threepenny rate. Mr. Bunting's interest has been noted, but he was well supported by a Committee under Mr. E. M. Mellor, and special assistance was given by Mr. Bennett of the Council Staff, the Hon. Treasurer being Mr. C. A. Davies. Many houses and shops in High Street were decorated for the procession; on later occasions this decorative improvement to the town's appearance was encouraged by the award of prizes. The attendance in the Recreation Ground reached 5,000, and gate-money and other revenue from donations and tickets totalled nearly £300.

In 1926 the Uttoxeter Fire Brigade exhibited the new Fire Engine, and the British Petroleum Company entered a finely decorated heavy motor lorry. The Uttoxeter Girls' High School portrayed a colourful exhibit of national costumes of Spain, the Netherlands, Roumania, and Japan.

This year also introduced fresh items, St. Joseph's School showed a fine tableaux of children's national sports and pastimes, there was also a special exhibit from the Uttoxeter Allotmentholders Association, and the Abbots Bromley

horn dancers brought their famous display, which roused great interest ; the dancer with the heaviest pair of horns carried no less than 84 lbs. as his load. This weight — 84 lbs. — was an error reported by some person to the "Advertiser". Miss Rice recorded, on evidence of the Vicar, that the heaviest horn and wooden frame weighed 25½ lbs. ; this included "head iron fittings and stale". The evening dance in the Town Hall proved so popular that 200 persons had to be refused entry. During the day endless amusement was provided by a pair of clowns (Messrs. Park and Orme). By the end of the day over £250 had been received for the funds.

The Carnival of 1927 provided generously for the Recreation Ground Fund and for the Saturday Hospital Fund. The venue for Sports was much improved by utilising the closing stages of the Race-course, where the new facilities attracted about 5,000 people.

By 1928 no less than 170 entries were received for the procession, and the Silver Cup for the best entry was won by Messrs. A. J. Fryer and Co. ; their exhibit was built to form a Venetian Gondola round a Morris car. Messrs. Siemen's Morris Dancers of Stafford entertained many spectators in the Race-course Paddock. Other novelties were a Beauty Competition for Girls of 14 and under, won by Norah Avis Steele, and a six-a-side Push Ball Contest.

In 1929 the chief innovation was the visit of Bombardier Billy Wells, ex-European Heavyweight Champion Boxer. The Railway aided the increased attendance by offering special fares within a 60-mile radius. The former President, Mr. A. C. Bunting, had passed away, but an enthusiastic successor was found in Mr. C. H. Cowlshaw, who was well supported by a Committee under Mr. P. G. Brisbane, with Mr. H. Bennett as Vice-Chairman.

Two local Bands were included in the Procession — Messrs. Bamfords' Military Band under Mr. M. J. Brennan, and the Uttoxeter Town Band under Mr. Prince. The Carnival Queen was Grace Nash, who rode in a coach kindly lent by Mrs. Cavendish of Crakemarsh Hall, a coach which had been formerly used for visits to Buckingham Palace. The procession also included a mobile bungalow carried on an Austin Seven Car, by Messrs. Atkeys of Uttoxeter.

In a Boxing Contest refereed by Bombardier Billy Wells the chief contest lay between R. Shorthouse and J. Bloor, the former proving the winner. The total attendance and receipts again exceeded all previous records.



By 1930 the Recreation Ground had its open-air Swimming Bath completed, and this enabled the inclusion of water sports in the programme of events.

In addition to swimming races there were contests in Cork Bobbing, a Potato Race, a Thread and Needle Race, and a Greasy Pole. A Duck-Catching Competition was not so greatly notable as the ducks were too easily caught. But 2,500 people paid for admission, and gate receipts were a record.

Unfortunately, the brook water in the open-air Swimming Bath had to be condemned by the sanitary authority, owing to a green growth in the water. But this apparent loss of recreation facilities was soon to be remedied by the action of the Urban District Council in building the Lido in the Picknalls field ; by this means many children learned to swim, and the Lido proved to be a great success.

In the procession there was a most attractive entry by Mr. J. Tipper, of the Hockley ; this was a realistic model of the great airship the R 100.

The outbreak of World War II and other difficulties led to the abandonment of the Carnivals, but there was a notable revival from 1969 onwards, when Mr. H. Wilks and an enthusiastic committee undertook the heavy burden of organisation ; indeed, the new series of Carnivals proved of be a great improvement on previous efforts.

Mr. Wilks was supported by the Chamber of Trade, School Authorities and other bodies, the Committee numbering no less than 48. Many innovations increased the attractions, and as a result many local charities, particularly Old People's Welfare and St. John Ambulance, shared in the increased funds available for distribution. The average annual sum available was about £1,000, but in 1971 the total reached a record of £1,500, and the St. John Ambulance Funds received a specially large donation of £500.

In August 1975 the Carnival Committee was able to deposit £1,000 in the Bank, to await suggestions as to providing financial support to some worthwhile project.

From 1969 onwards appointment of a young lady as Carnival Queen became the custom. In 1969 Miss J. Slater was chosen, her attendants being Misses P. Allen, P. Hedley, L. Peck, and H. Tideswell.

In 1970 the Queen was Miss Suzanne Meakin, her attendants being Miss Lynda Peat, and Miss Elizabeth Wainwright. The Carnival Committee were greatly assisted in the collection of funds by the boys of Denstone College, who on one occasion paraded the principal streets with a barrel organ.

In 1971 the choice fell upon Miss H. Shaw, with B. Martin and J. Goodchild as attendants.

The Carnival Queen for 1972 was Miss E. Scott, her attendant being Miss L. Egerton. The Queen was congratulated by Mrs. Cornes, formerly Miss Edna Morin, the first Carnival Queen ever chosen.

Obviously we cannot give all details of the successive Carnivals, but some outstanding features are worth recording. The J C B organisation arranged for special films to preserve some of these, while a number of firms exhibited special "floats." In 1969 Messrs. Bamfords Ltd. produced a remarkable reproduction of a Mississippi Steamboat; other later entries, all the voluntary work of employees, were "A Japanese Temple and Garden," "Born Free," and "Alice in Wonderland"; in 1969 the Uttoxeter Police staged a mobile Giant Panda, designed by Sgt. D. Stockton..

The funds raised in 1969 reached £1,000, Mr. Wilks receiving great aid from such enthusiasts as Mr. V. Cotterill.

In 1970 a notable exhibit was made by J C B, "Red and Yellow," colours then adopted for the firm's products. Another event was a race for prams, which proved most amusing, and a similar race was included in 1971.

The increased attendance led to the Racecourse being the chief venue in 1972, when special prizes for entries were a Deep Freeze, and a Holiday in Spain. Perhaps the most amusing event this time was a Comic Bedstead Race, while three ladies on horseback staged a raid by Highwaymen,

in the persons of Miss J. Snow, Miss S. Snow, and Miss M. Keen. The Carnival Queen was selected by the well-known farmer broadcaster Ted Moulton ; Miss Elizabeth Firth was the Queen, attended by Miss L. Egerton and Miss J. Heinsil.

Mr. D. Jones followed Mr. Wilks as Chairman of the Organising Committee, and Messrs. R. Hill and F. Hudson, rendered valuable assistance.

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